

ANR by the NUMBERS

Agriculture and Natural Resources Extension and Outreach | 2016 Selected Highlights

7,724,356	webpage views
5,796,457	unique visitors on websites
4,353,477	DOWNLOADS (webinars, podcasts, presentations)
331,681	print publications (printed and downloaded)
247,630	electronic/online contacts
209,543	CONTACTS at 2,600 presentations at meetings, workshops, field days
109,000	SUBSCRIBERS to 33 Extension newsletters
78,095	social media connections
45,790	phone and email contacts
6,861	INDIVIDUAL face-to-face contacts
2,315	news media contacts
1,223	POPULAR press articles
762	Extension articles

John Lawrence, March 2017

PROFITABILITY

Best Management Practices for Building Beef Herds

94% of BEEF PRODUCERS attending the HEIFER DEVELOPMENT SERIES increased their knowledge of heifer retention economics and udder and foot scores selection indexes. The NET PRESENT VALUE of replacement females spreadsheet has been downloaded **1,700** times and 'Buy or Raise' heifers **5,400** times. The heifer development videos have been viewed more than **13,500** times.



Improving Beef Feedlots

The BEEF FEEDLOT SYSTEMS MANUAL has been downloaded more than **11,000** times and over **200** PRODUCERS participated in workshops. **97%** said they had a better understanding of the tradeoff between facility investment and economics of cattle performance and manure value.



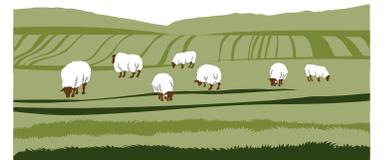
Farmland Leasing Strategies

Current commodity prices will not support cash rents negotiated under better prices. **87** FARMLAND LEASING PROGRAMS were attended by **2,100** PARTICIPANTS. As a result, participants intend to make changes including: **44%** decreasing rent; **39%** improving communication with other parties in leasing agreements; **20%** implementing NEW CONSERVATION STRATEGIES.



Improving Pasture Management

Trained **482** NRCS STAFF in the last two years. **84%** said this training improved their ability to measure PASTURE CONDITION SCORES and monitor the effectiveness of GRAZING MANAGEMENT SYSTEMS. The program emphasized the INTERACTION between ANIMALS, PLANTS and SOIL to protect and improve the ENVIRONMENT.



Dairy Transition Cow Management

7 ON-FARM TRANSITION COW MANAGEMENT WORKSHOPS, **9** DAY-LONG MEETINGS and **3** VIDEOS were delivered to dairy producers, dairy consultants and industry personnel. A follow up survey of attendees showed transition programs result in **\$400** more INCOME/COW due to MORE MILK, REDUCED METABOLIC DISORDERS and REDUCED CALF MORTALITY.



Weeds Week

Approximately **150** PARTICIPANTS were involved in 2016 Weeds Week activities across the state. **85%** of attendees agreed or strongly agreed that they were better able to SELECT HERBICIDES that are MORE EFFECTIVE on weeds of concern after attending the program. **65%** estimated they would INCREASE PROFITS by **\$5-20** PER ACRE and **11%** estimated PROFITS of OVER **\$20** AN ACRE after attending a Weeds Week workshop.



MANAGING RISK

Managing Herbicides Effectively

The PESTICIDE APPLICATOR PROGRAM

focused on effective spray application while REDUCING DRIFT POTENTIAL. **85%** of ATTENDEES increased their knowledge of factors impacting spray drift and **95%** better understand how to select herbicides to reduce weed resistance. **96%** of survey respondents took precautions to PROTECT BEES and other pollinators.



Value Added Ag Helps Rural Businesses with Feasibility Studies

9 FEASIBILITY STUDIES were conducted to examine all aspects of a business, IMPROVING the BUSINESS PLAN prior to the start of the business, and thereby improving OPPORTUNITIES FOR SUCCESS. Results showed a total investment of **\$58,576,000** in Iowa. **96** NEW EMPLOYEES were added to Iowa's rural payroll.



Food Hub Managers Working Group Improves Business Practices

The IOWA FOOD HUB MANAGERS WORKING GROUP has led to new partnerships and improved business practices. **3** FOOD HUBS and several farms are coordinating their trucking routes so they can cross-dock at one another's locations and haul product for each other, INCREASING EFFICIENCY and REDUCING OPERATING COSTS. **2** FOOD HUBS are partnering to deliver USDA's GroupGAP Food Safety Program to more farmers.



FOOD SECURITY

Veterinary Feed Directive

LIVESTOCK PRODUCERS attending educational meetings reported they are likely to improve or establish a veterinarian-client patient relationship. **96%** said they are likely to use antibiotics more judiciously and **94%** plan to make management changes to REDUCE ANIMAL STRESS and DISEASE PRESSURE.



Meals for Local Food Pantries

26 IOWA MASTER GARDENER organizations received mini grants to grow fruits and vegetables for local food pantries, receiving a total of **\$21,000**. Over **58,000** POUNDS of PRODUCE were donated by Master Gardeners to **50** FOOD PANTRIES and FOOD BANKS. The amount of contributed food equaled **174,000** SERVINGS of fruits and vegetables.



WATER QUALITY

Farmers Improving Water Quality

Farmers attending IOWA LEARNING FARM field days reported increased use of surface residue management on **54,425** acres, fall-seeded cover crops on **40,257** acres and seeded **477** acres of prairie strips within row crop fields. **42** participants in RUSLE2 workshops will implement SOIL EROSION CONTROLS and make WATER QUALITY IMPROVEMENTS on **90,000** acres.



Managing Manure for Economics and Environment

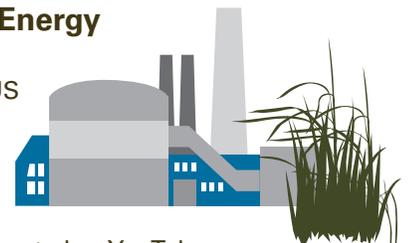
In NORTHEAST IOWA, programs were offered for clients to learn how to MAXIMIZE RETURNS to crop fertilizer expenses. Knowledge gained shows **56%** can interpret SOIL TESTS; **67%** can interpret MANURE TESTS; **53%** can determine CROP NUTRIENT REQUIREMENTS and FERTILIZER RATES; and **51%** can UTILIZE manure nutrients to meet crop nutrient requirements. A follow-up survey, returned by **137** PARTICIPANTS managing **55,900** acres, showed that on average, their implemented changes REDUCED INPUT COSTS by **\$17** per acre, resulting in an estimated total value of **\$950,300**.



Biomass Renewable Energy

More than **300** acres of MISCANTHUS x GIGANTEUS have been planted for use in the University of Iowa POWER PLANT since 2013.

11,000+ have viewed Iowa State's VIDEO SERIES posted on YouTube since 2009 and **2,000+** have participated in ISU programming. Iowa State research has identified likely OPTIMUM NITROGEN FERTILIZER RATES with findings shared in **4** INDUSTRY-FOCUSED NEWSLETTERS.



Farmland Drainage

2 FARMLAND DRAINAGE WORKSHOPS were attended by **111** PARTICIPANTS made up primarily of CONTRACTORS and LAND OWNERS. The workshops provided training on how to PLAN and DESIGN DRAINAGE, BENEFITS of TILLING and the IMPACT of CONTROLLED DRAINAGE. Participants indicated an average SAVINGS of **\$0.13** PER ACRE managed or operated thanks to recommendations made by ISU Extension and Outreach staff.

